

Message Text

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SUBJ: MEXAMERICA/USTS CONTRACT AGREEMENT

MEXWAS 4-149

FOR USTS - OMD

REF:;WASMEX 4-106-OMD

1. MEETING WITH RAUL GARCIA VIDAL OF MEXAMERICA TODAY RESULTED
IN FOLLOWING CHANGES REQUESTED FOR CONTRACT AGREEMENT:

ARTICLE III

A. THE CONTRACTOR SHALL PRODUCE AND DISTRIBUTE TOUR FOLDERS
WHICH PROMOTE TOUR PROGRAMS INCLUDING, BUT NOT LIMITED TO,
THE FOLLOWING US DESTINATIONS:

FLORIDA AND LOUISIANA, CALIFORNIA, COLORADO, NEW YORK AND
THE DISTRICT OF COLUMBIA. THE TOURS WILL FEATURE MULTIPLE
DEPARTURE FROM APRIL-DECEMBER 1974. ETC.

B. THE CONTRACTOR SHALL PRINT TOUR FOLDERS OF EACH TOUR TO
THE DESTINATIONS NAMED IN ARTICLE III (A) ABOVE, IN QUANTI-
TIES SPECIFICALLY NOTED BELOW.,THIS WOULD INCLUDE FOLDDRS
MARKETED UNDER TOUR TRADE NAMES:

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1. ASTRO FLORIDA (INCLUDES NEW ORLEANS) (20,000)
2. AVENTURA EN CANADA CON WASHINGTON Y NUEVA YORK
(20,000)
USTS WILL PARTICIPATE IN THESE COSTS OF THIS
FOLDER WHICH PERTAIN TO THE UNITED STATES PORTION.
3. CARROUSEL CALIFORNIA (20,000)

AND NEW TOUR OFFERINGS:

1. AVENTURA EN CALIFORNIA (PLAN ECONOMICO EN CALIFORNIA
Y LAS VEGAS (20,000)
2. SNOWMASS, COLORADO (5,000)

C. THIS PARAGRAPH AND CONTENTS NO LONGER APPLICABLE.

D. THE CONTRACTOR WILL ARRANGE AND UNDERTAKE WITH BANCOMATICO, SA.
A DIRECT-MAIL PROMOTION TO HOLDERS OF BANCOMATICO CREDIT CARDS
AND WILL PREPARE A SEPARATE AND DISTINCT EIGH (8) PAGE TOUR
BOOKLET OF SIZE APPROXIMATELY 7 INCHES BY 4 INCHES WITH
APPROPRIATE DESTINATION PHOTOS IN FOUR (4) COLORS. THIS
BOOKLET TO CONTAIN A SUMMARIZED DESCRIPTIVE ITINERARY, PRICE
AND DATE OF DEPARTURE OF THE FOLLOWING TOURS TO THE UNITED
STATES:

AVENTURA RIO COLORADO, CAROUSEL CALIFORNIA, ASTRONFLORIDA
AVENTURA CALIFORNIA, HAWAII, AND SNOWMASS, PLUS THE POINT
OF SALE INFORMATION.

THE MAILING OF 150,000 TOUR BOOKLETS WILL INCLUDE CARD-HOLDERS
IN THE DISTRITO FEDERAL AND THROUGHOUT THE REPUBLIC OF MEXICO.

2. FOR YOUR INFORMATION, THE PROJECTION FIGURE OF 1,940 PASSENGERS
AS THE ACCELERATED PRODUCTION EXPECTED WITH USTS BACKING REMAINS
CONSTANT WITH THE FOLLOWING ADJUSTMENT:

THE HOUSTON/NEW ORLEANS TOUR WILL BE HANDLED AS A LOCAL SALES
PROJECT AND THE AVENTURA DN CALIFORNIA ECONOMY PACKAGE POTENTIAL
INCREASED TO 320 PASSENGERS.

THE STEADY INCREASE IN COSTS OF PRODUCTION, NOW 3 TIMES LAST YEARS
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FIGURES, PROHIBIT THE PRINTING OF FOLDERS IN VOLUME AND THE REVISED
STYLE OF THE BANCOMATICO INSERT USING MUCH OF THE BUDGET PROPOSED
MAKE THIS RECONSIDERATION OF THE CONTRACT NECESSARY. THE BANCO-
MATICO BOOKLET IS DEEMED A VALUABLE TOOL FOR THIS AGENCY TO
INCREASE ITS POTENTIAL.

THE AVENTURA RIO COLORADO PACKAGE TO BE INCLUDED IN
THE BANCOMATICO BOOKLET IS PREPARED BY COLORADO RIVER

& TRAIL EXPEDITIONS OF UTAH.

3. CANNOT MEET WITH AVISA TIL APRIL 15.

4. MARKETING PLANS WILL BE COMPLETED BY APRIL 20.

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